* Complete these activities prior to giving your speech:
* 1. Write the speech.
* 2. Prepare a few slides/visuals to accompany your talk.
* 3. Rehearse!!
* 4. Watch at least 2 TED talks, and take Cornell notes on the speaker’s speaking skills.
* 5. Read the “Naked Presenter” handout prior to presenting.
* Checklist for speech:
* Powerful opening
* Clear delineation of your company’s name, advertising focus
* Discussion of yourself as CEO, your skills, talents, etc.
* Your concept of work and what work will look like for your team
* Avoid referencing false benefits, accomplishments, etc.—BE REAL!
* Use humor and/or personal anecdote to engage audience.
* Use rhetorical devices, appeals, etc.